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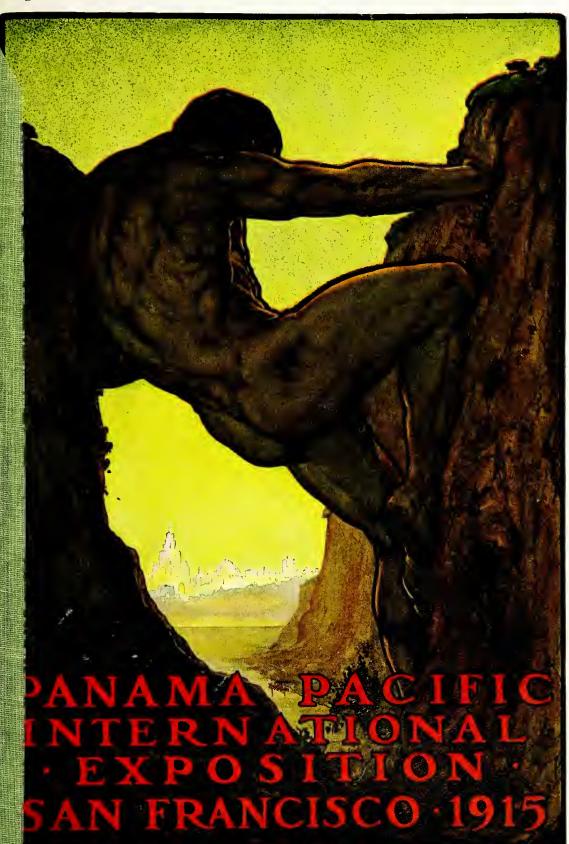


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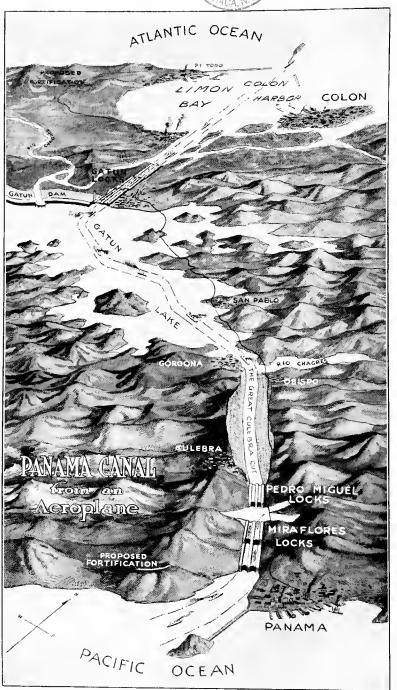
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The Thirteenth Labor of Hercules

OKLET No.1







Introductory



N FEBRUARY 20, 1915—on time and minutely ready—the Panama-Pacific International Exposition will be opened at San Francisco.

It will be the third exposition of its class held in the United States and the twelfth of its class held anywhere in the world. It is the official, national and

international celebration of a contemporaneous event—the opening of the Panama Canal.

The propriety of celebrating that event by a great Universal Exposition was recognized several years ago. It was recognized at the same time that as the event was of transcendent importance its celebration, to be adequate, must transcend all precedent. If the greatest physical achievement in history was to be celebrated by an Exposition, then that Exposition should be the greatest in history.

Only those who have seen and studied the great universal expositions of the past can realize the task involved in building one that should excel them all. Great as this task appeared, the honor of assuming it was sought by many cities. After much consideration Congress, in 1910, entrusted the responsibility to San Francisco and the Panama-Pacific International Exposition represents the fulfillment of that national trust.

Such is the genesis, briefly stated, of the great Exposition to which California, as the hostess-state, invites the world in 1915.

It seems particularly fitting that this invitation should come from California. It seems fitting that the Exposition, which marks the beginning of a new era in commerce, should be held on the shores of the Pacific. California marks the limit of the geographical progress of civilization. For unnumbered centuries the course of empire has been steadily to the west. On the shores of the Pacific it finds itself still facing west, yet looking to the east; or, in Whitman's beautiful phrasing:

"Facing west, from California's shores,
Inquiring, tireless, seeking what is yet unfound,
I, a child, very old, over waves, towards the house of
maternity, the land of migrations, look afar,
Look off the shores of my Western Sea—the circle
almost circled."

This Exposition therefore marks the beginning of a new era in civilization. The circle is now fully circled; the West has met the East.

There can be no cessation of the progress of mankind, but as that progress can no longer be, in the geographical sense, onward, it must be, in the ethical sense, upward.

Geographically, the Exposition is fittingly placed on the shores of the Pacific, because of the new and immense importance which the nations of the Pacific area, under the stimulus of the Panama Canal, will now assume in the eyes of commerce.

And such is the practical advantage offered by California as a state for the reception of Exposition visitors. The climate of San Francisco permits the Exposition to remain open for ten months, offering a temperature unchangingly comfortable during the whole period.

In this garden of the earth, at the great Panama-Pacific International Exposition, in 1915, man will meet his fellows from the four quarters of the globe. There will be free expression of thought, a comparison of methods, and an interchange of ideas such as the world has never known. And this is the greatest purpose of all great expositions. They infallibly broaden the mental horizon of the individual visitor and thereby lead to greater social sympathies, to the harmonizing of geographical viewpoints, to better national understandings.

Entirely aside from the practical instruction to be had from the commercial, scientific and educational exhibits, no one can visit San Francisco and the great Universal Exposition of 1915 and fail to receive in addition a mental, social and spiritual stimulus.



Atlantic Entrance to Canal

Old French Canal

The Event

Cutting the Panama Canal



OME four centuries ago, Balboa, the intrepid, the persevering, led his little band of adventurers across the Isthmus of Darien, as it was then called, and leaving their protection, gave reign to his impatience by going on ahead and climbing alone, slowly and painfully, the continental divide, from which vantage point he discovered the world's largest ocean.

We are told that, later, gathering his followers, he walked out into the surf and with his sword in his right hand and the banner of Castile in his left he gave the vast expanse of water its present name and claimed all the land washed by its waves as the lawful property of the proud country to which he owed allegiance

The narrowness of the Isthmus naturally suggested the cutting of a waterway through it. It interposed between Atlantic and Pacific a barrier in places less than fifty miles wide. To sail from Colon to Panama—forty-five miles as the bird flies—required a voyage around Cape Horn—some ten thousand miles. Yet it was nearly four centuries before any actual effort was made to construct such a canal

In 1876 an organization was perfected in France for making surveys and collecting data on which to base the construction of a canal across

City of Colon, Atlantic Side of Canal





Spillway, Gatun Dam

Miraflores Locks

the Isthmus of Panama, and in 1878 a concession for prosecuting the work was secured from the Colombian Government.

In May, 1879, an international congress was convened, under the auspices of Ferdinand de Lesseps, to consider the question of the best location and plan of the canal.

The Panama Canal Company was organized, with Ferdinand de Lesseps as its President. The stock of this company was successfully floated in December, 1880. The two years following were devoted largely to surveys, examinations and preliminary work.

In 1889 the company went into bankruptcy, and operations were suspended until the new Panama Canal Company was organized in 1894.

The United States, not unmindful of the advantages of an Isthmian Canal, had from time to time made surveys of the various routes. With a view to Government ownership and control, Congress directed an investigation, with the result that the Commission reported on November 16th, 1901, in favor of Panama and recommended the lock type of canal, appraising the value of the rights, franchises, concessions, lands, unfinished work, plans and other property, including the railroad of the new Panama Canal Company, at \$40,000,000. An act of Congress approved June 28th, 1902, authorized the President of the United States to acquire this property at this figure, and also to secure from the Republic of Colombia perpetual control of a strip of land not less than six miles wide across the Isthmus and the right to excavate, construct and operate and protect thereon a canal of such depth and capacity as will afford convenient passage of the largest ships now in use or as may be reasonably anticipated.

Later on a treaty was made with the Republic of Panama whereby the United States was granted control of a ten-mile strip constituting the







Pedro Miguel Locks

Water in Culebra Cut

Canal Zone. This was ratified by the Republic of Panama on December 2nd, 1903, and by the United States on February 23rd, 1904.

On May 4th, 1904, work was begun under United States control.

The Isthmus of Panama runs east and west and the canal traverses it from Colon on the north to Panama on the south in a general direction from northwest to southeast, the Pacific terminus being twenty-two miles east of the Atlantic entrance.

The principal features of the canal are a sea-level entrance channel from the east through Limon Bay to Gatun, about seven miles long, 500 feet bottom width and 41 feet deep at mean tide. At Gatun the 85-foot lake level is obtained by a dam across the valley. The lake is confined on the Pacific side by a dam between the hills at Pedro Miguel, 32 miles away. The lake thus formed will have an area of 164 square miles and a channel depth of not less than 45 feet at normal stage.

At Gatun ships will pass from the sea to the lake level, and vice versa, by three locks in flight. On the Pacific side there will be one lowering of 30 feet at Pedro Miguel to a small lake 55 feet above sea level, held by dam at Miraflores, where two lowerings overcome the difference of level to the sea. The channel between the locks on the Pacific side will be 500 feet wide at the bottom and 45 feet deep, and below the Miraflores locks the sea-level section, about eight miles in length, will be 500 feet wide at the bottom and 45 feet deep at mean tide. Through the lake the bottom widths are not less than 1000 feet for about 16 miles, 800 feet for about 4 miles, 500 feet for about 3 miles, and through the continental divide from Bas Obispo to Pedro Miguel, a distance of about 9 miles, the bottom width is 300 feet.

The total length of the canal from deep water in the Caribbean, 41-foot depth at mean tide to deep water in the Pacific, 45-foot depth at mean tide is practically 50 miles, 15 miles of which are at sea level.



Culebra Cut, Showing the Cucaracha Slide



Emergency Dams each side of Gatun Locks

The greatest difficulty encountered in the excavation of the canal has been due to slides and breaks which caused large masses of material to slide or move into the excavated area, closing off the drainage, upsetting steam shovels and tearing up the tracks. The greatest slide was at Cucaracha, and gave trouble when the French first began cutting in 1884. Though at first confined to a length of 800 feet, the slide extended to include the entire basin south of Gold Hill, or a length of about 3000 feet. Some idea of the magnitude of these slides can be obtained from the fact that during the fiscal year 1910 of 14,921,750 cubic yards that were removed 2,649,000 cubic yards, or 18 per cent, were from slides or breaks that had previously existed or that had developed during the year.

The one greatest undertaking of the whole excavation is the Culebra cut. Work has been in progress on this since 1880, and during the French control over 20,000,000 cubic yards were removed. On May 4th, 1904, when the United States took charge, it was estimated that there was left to excavate 150,000,000 cubic yards. Some idea of the size of this big cut may be formed from the fact that this division has within its jurisdiction over 200 miles of 5-foot-gauge track laid, about 55 miles of which is within the side slopes of the Culebra cut alone.

The great dam at Gatun is a veritable hill—7500 feet over all, 2100 feet wide at the base, 398 feet through at the water surface, and 100 feet wide at the top, which is 115 feet above sea level. The dimensions of the dam are such as to assure that ample provision is made against every force which may affect its safety, and while it is made of dirt, a thing before unheard of, it is of such vast proportions that it is as strong and firm as the everlasting hills themselves.

Fluctuations in the lake due to floods are to be controlled by an immense spillway dam built of concrete. The front of the dam is the arc of a circle 740 feet long with 14 openings which, when the gates are raised to the full height, will permit a discharge of 140,000 cubic



Cucaracha Slide, which carried away the railroad



The Entrance of Gatun Locks from Gatun Lake

feet per second. The water thus discharged will pass through a diversion channel in the old bed of the Chagres River, generating, by an enormous electric plant, the power necessary for operating the locks.

The locks of the canal are in pairs, so that if any lock is out of service navigation will not be interrupted; also, when all the locks are in use the passage of shipping will be expedited by using one set of locks for the ascent and the other for descent. These locks are 110 feet wide and have usable lengths of 1000 feet. The system of filling adopted consists of a culvert in each side wall feeding laterals perpendicular to the access of the lock, from which are openings upward into the lock chamber. The entire lock can be filled or emptied in fifteen minutes and forty-two seconds when one culvert is used and seven minutes and fifty-one seconds using both culverts. It is estimated that it will require about ten hours for a large ship to make the entire trip through the canal.

Many extraordinary feats of engineering were accomplished to overcome the difficulties presented. Special contrivances, wonderful in their operation, were invented to meet exigencies and emergencies.

The first and greatest problem attempted by the United States was how to make the Canal Zone healthful. This strip of land from ocean to ocean abounded in disease-breeding swamps and filthy habitations unfit for human beings. The death rate was appalling and the labor conditions terrible.

During the first two and a half years all energies were devoted to ridding the Isthmus of disease by sanitation, to recruiting and organizing a working force and providing for it suitable houses, hotels, messes, kitchens and an adequate food supply. This work included clearing lands, draining and filling pools and swamps for the extermination of the mosquito, the establishment of hospitals for the care of the sick and injured and the building of suitable quarantine quarters.



Miraflores Locks, Lower Level



Blasting Gamboa Dyke

The Meeting of the Waters

Municipal improvements were undertaken in Panama and Colon and the various settlements in the Canal Zone, such as the construction of reservoirs, pavements and a system of modern roads. Over 2000 buildings were constructed beside the remodeling of 1500 buildings turned over by the French company.

It was only after all this preliminary sanitation was accomplished that the real work of digging the canal could go forward with any hope of success. These hygienic conditions had the result of making the Canal Zone one of the most healthful spots in the world and work on the canal became so popular that it was no longer necessary to enlist recruits from the West Indies, the good pay, fair treatment and excellent living conditions bringing thousands of laborers from Spain and Italy. The greatest number employed at any one time was 45,000, of which 5000 were Americans.

The completion of this herculean task marks an epoch in the history of the world. A gigantic battle against floods and torrents, pestilence and swamps, tropical rivers, jungles and rock-ribbed mountains has been fought—and WON!

Well worthy a place in the halls of immortal fame are the names of the thousands of sturdy sons who with ingenuity, pluck and perseverance never before equaled have succeeded in making a pathway for the nations of the world from ocean to ocean.

This great and daring undertaking, which had for its object the opening up of new trade routes and lines of commerce, annihilating distance and wiping out the width of two continents between New York and Yokohama and making the Atlantic seaboard and the Pacific Coast close neighbors, is the climax of man's achievement and the greatest gift to civilization. It will help in the consummation of man's loftiest dreams of world friendship and world peace.

Cathedral Square, City of Panama, Pacific End of Canal





The Panama-Pacific International Exposition

ITTINGLY commensurate with the heroic achievement will be the celebration in its honor.

The completion of the Panama Canal being an accomplishment affecting the interests of every civilized nation, the celebration thereof naturally suggested was a great Universal Exposition in which all nations should participate under the auspices of the United States. As already mentioned in the introduction to this booklet, Congress

designated San Francisco as the place for such an Exposition and entrusted to that city and to the State of California the responsibility of providing for the reception of the nations of the world and for the housing of the exhibits which should best demonstrate their achievements.

This responsibility was gladly accepted by California and the work of carrying out the duty to the nation was begun immediately.

In the space of a few days a fund approximating \$20,000,000 was raised by the citizens of San Francisco, the municipality and the State Legislature. The fifty-eight counties of California are raising several million dollars for their individual displays, which will be on an elaborate scale. This will be added to by the various states throughout the Union and materially augmented by liberal amounts from foreign countries the world over. It has been conservatively estimated that the grand total represents an expenditure exceeding \$50,000,000.

In magnificence and splendor, number of palaces, beauty of grounds, number and quality of exhibits, diversity of subjects, completeness of detail and hugeness of the whole this is an exposition adequate to the event it celebrates. It will have great and lasting effect upon the trade, relationships and commercial activity of all countries.

Over the Domes, through the Golden Gate



The Panama-Pacific International Exposition sets a new standard for world expositions:

It is *universal* in plan in that it includes the peoples and products from every section of the globe, giving invitation to all alike and making every effort to have all their resources and achievements represented by exhibits. In brief, it is a cross-section of human accomplishment.

It is contemporaneous in character. Nothing is shown or demonstrated in competition for award that does not have its place in our every-day life. While examples of the civilization of all ages will be shown for the purpose of comparison and education, the results of the achievements of the present decade have the place of honor.

It is *selective*. This point alone guarantees a degree of quality that could not be obtained in any other way. In this Exposition representative types have the first consideration. All exhibits go through a vigorous process of investigation, examination and elimination before they are finally approved. This is the most valuable feature of the Exposition from the viewpoint of both the exhibitor and the visitor.

The Exposition site combines to an extraordinary degree the qualities of beauty, adaptability and convenience. It is a natural amphitheatre, fronting on the wonderful island-dotted Bay of San Francisco, just inside the famous Golden Gate. Towering, wooded heights flank it at each end, while at its back the hills roll up sharply. All this is in the very heart of the best residential district of San Francisco and within fifteen minutes street car ride from the City Hall.

The view facing north is across the sparkling waters of the Bay—a land-locked harbor which resembles a great mountain lake more than an arm of the sea. It is rimmed around by mountains, with haughty Tamalpais towering over all. Under the turquoise California sky, drenched with sunshine and color, it is a scene at once exquisitely beautiful and solemnly majestic.

With this wonderful scene as a background, the architects, artists and landscape gardeners of the Exposition have planned and erected a city straight out of a beautiful dream. It can not be described in words nor adequately shown in picture, although an attempt to give the reader an idea of its general color effect appears elsewhere in this booklet.

The proximity of the site to a world waterway is a wonderful advantage. Through the portals of the Golden Gate the nations of the earth can bring their richest offerings to the very gates of the Exposition, avoiding a long continental haul and consequent damage from reshipping.

The site adapts itself to the carrying out of wonderful aquatic displays. Carnivals, maneuvers by the fleets of all nations, international yacht racing, motor boat racing, exhibitions by submarines and hydroplanes, all will be indulged in in the immediate foreground of the Exposition palaces. The entire navies of the world can here assemble and land their crews right on the edge of the beautiful "Marina."

The main exhibit palaces, eleven in number, contain, under a comprehensive and representative classification, examples of the resources and achievements along all lines of human endeavor, which are divided into departments as follows: "A"—Fine Arts; "B"—Education; "C"—Social Economy; "D"—Liberal Arts; "E"—Manufactures and Varied Industries; "F"—Machinery; "G"—Transportation; "H"—Agriculture; "I"—Agric. (food products); "K"—Horticulture; "L"—Mines and Metallurgy.

These eleven great palaces, together with Festival Hall, form the central setting of a beautiful picture, flanked on the city side by "The Zone" or amusement section and on the other end by the buildings of the various states and the pavilions of the foreign nations. These latter join the aviation field, race track



WESTERN ENTRANCE FESTIVAL HALL



THE BEAUTIFUL PALACE OF HORTICULTURE AS SEEN FROM THE TOWER OF JEWELS

and live stock exhibit, terminating in the grounds of a great military reservation, the Presidio, where the competitive drills and army maneuvers will take place.

In formation the eight main exhibit palaces—Education, Liberal Arts, Manufactures, Varied Industries, Agriculture, Food Products, Transportation and Mines and Metallurgy—represent a quadrangle, being bisected by an avenue east and west and intersected by avenues north and south, the intersections marking the three great courts. The facades of the palaces are the walls of these courts and partake of the particular style of architecture dominating the court on which they front. These eight palaces are flanked on the east by the great Palace of Machinery and on the west by the Palace of Fine Arts.

Passing through the main gate on the city side the visitor enters the great South Garden, 3000 feet in length, on the right extremity of which can be seen the beautiful Festival Hall. To the extreme left is the Palace of Horticulture. Immediately in front is the Main Tower or "Tower of Jewels." This great garden, itself a marvel of landscape engineering skill, is but one side of a magic carpet on which these beautiful palaces are set, the 300-foot wide "Marina" and its grand esplanade, with its floricultural splendors, forming the other side, the pattern threading its winding way through the various courts and recesses over the entire grounds, forming a correlated whole which, for wondrous beauty, has never been equaled.

Passing from this great garden under the arch of the main tower the visitor enters the "Court of the Universe," the largest of the five courts of the Exposition. This is the meeting place of the Eastern and Western hemispheres, and the decorative scheme on each side is typical of this theme. On the extreme right and left are two great Triumphal Arches, the one on the right, which leads to the Court of Abundance, being surmounted by a magnificent statuary group, "The Nations of the East," the figures symbolizing life in the Orient, while the arch on the left, leading to the Court of the Four Seasons, has a group of the same proportions, "The Nations of the West," symbolical of life in the Occident. Straight ahead is the colossal column of Progress, surmounted by the "Adventurous Bowman" shooting the arrow toward the West.

To the right, under the "Arch of the Rising Sun," is the avenue leading to the "Court of Abundance," which terminates at its southern extremity into the "Court of Flowers," one of the minor courts; while to the left, under the "Arch of the Setting Sun," is the avenue leading to the beautiful "Court of the Four Seasons," which, at its southern extremity, enters the other minor court, the "Court of Palms."

Continuing straight ahead one comes to the edge of the spacious Yacht Harbor and the center of the Grand Esplanade or "Marina." Long after the Exposition is over—when it is only a fond and loving memory—this esplanade will remain to grace and enhance the natural beauties of San Francisco Bay.

This is the first Exposition to have a uniform color scheme. From one end to the other, throughout the entire area of the site—whether it be within the boundaries of "The Zone" or among the buildings and pavilions of the states and foreign nations, or in the midst of the great palaces themselves—the same beautiful, soft, entrancing color scheme prevails. Under the direction of Jules Guerin, the famous colorist, the world will be shown a study in natural tints unlike anything ever before attempted and which at once commands the attention and admiration of all beholders. The palaces themselves are of a soft, cold, gray tint, a kind of smoked ivory, at once pleasing and restful to the eyes, and which forms a foundation or background for the vivid coloring of the doorways, the varitinted shrubbery, the beds of flowers and the matchless lawns.

One of the most attractive and beautiful features of this Exposition is the electrical illumination. By an entirely new system of flood lighting a soft, restful, yet perfect light pervades the courts at night, revealing in wonderful clearness



LOOKING EAST ON THE AVENUE OF PALMS



COURT OF FOUR SEASONS

the facades and walls of the palaces and the natural colors of the shrubbery and flowers, giving an effect as bright and soft as daylight. By peculiar and novel lighting devices the statuary and mural paintings are made to appear with even heightened effect. Concealed batteries project powerful yet softened rays of light that cause tens of thousands of specially prepared glass "jewels," hung tremulously upon the Main Tower and around the Court of the Universe to flash and scintillate like great diamonds, emeralds and rubies. At a point on the bay shore is erected a giant scintillator that weaves in the night sky auroras of everchanging color. Altogether the spectacle is interesting and wonderful and one never to be forgotten.

Exposition Palaces and Courts

Palace of Fine Arts. Designed by R. B. Maybeck. Its length from north to south describes an arc eleven hundred feet. This palace faces upon a great lagoon of placid water which reflects its beautiful architecture. It is a fire-proof structure. In the center of the arc is erected a great dome with steps leading down to the lagoon in a beautiful setting of shrubbery, composed of Monterey Cypress and other evergreen trees, making perhaps the prettiest vista of the whole Exposition site. The painting and sculpture of every nation of artistic prominence is artistically shown in this palace. The exhibits in the United States section consist not only of the work of contemporary artists, but of historic American paintings from the time of West, Copley and Stuart to the present and a loan collection of canvases by foreign artists owned in the United States. The installation of the canvases and small bronzes is intimate. The color scheme of the galleries varying to serve as a sympathetic background for their contents.

Palace of Horticulture. Designed by Messrs. Bakewell & Brown of San Francisco. This palace is constructed almost entirely of glass and covers over five acres. It is surmounted by a dome 160 feet in height. It is 672 feet long and its greatest width is 320 feet. An imposing nave 80 feet in height runs the length of the building and paralleling the central nave are (one on either side) two side aisles each 50 feet in height. All phases of practical horticulture are embraced in this exhibit. Among other things a fully equipped fruit-canning establishment will be in operation, showing the sanitary way in which fruit is prepared and canned; a seed-packing establishment, orange-packing house, olive oil presses in operation; tools used in the culture of fruits, trees and flowers. The frostless climate of California, which enables plant life to attain the highest perfection, gives the floricultural exhibit a distinction and beauty it has not been possible to attain at other expositions where the seasons have been short and the winters severe. There is to be a rose contest in which the Exposition offers as trophy a thousand-dollar cup to the originator of the finest new seedling rose which has never before been exhibited.

The Great Palace of Machinery. Designed by Messrs. Ward & Blohme of San Francisco. This palace is the largest building erected on the Exposition site. It is 968 feet by 368 feet. One mile and a half of cornices was used in ornamenting the building. Four carloads of nails and 1500 tons of bolts and washers were used in its construction. In this palace are assembled exhibits of machinery used in the generation, transmission and application of power. Several groups will comprise examples of steam generators and motors utilizing steam, internal combustion motors, hydraulic motors, miscellaneous motors, general machinery apparatus and accessories, and tools for shaping wood and metals. Ten special electrical groups cover the generation, distribution and control of electrical energy in its application to mechanical and motor power, lighting and heating.

The Walled City. The following palaces comprise what is known as the main group of eight exhibit palaces. They are in appearance a great walled city,



THE TOWER OF JEWELS FROM THE SOUTH GARDENS



NORTHERN EXTRANCE PALACE OF TRANSPORTATION AND CALDERS COLUMN OF PROGRESS

the lofty facades on the four sides being broken at regular intervals by ornate doorways, court entrances and connecting avenues, which break the monotony, and in a wonderfully worked out plan combine the Gothic and Classic schools and the Renaissance style of architecture in the strikingly beautiful and appropriate whole. This great cuter wall to the palaces is the work of Bliss & Faville, architects of San Francisco, as also are the interiors of the palaces enclosed by this great wall, their clerestories and outline of the trusses, their domes and the interior paneling, the assembling of the roofs into a design, the sky line of which would form a pleasing composition viewed from the hills behind the Exposition site, the many small kiosks and flag pole standards surrounding the wall, the fountains beneath the half domes on the west facade and the arcades connecting the three main courts.

Palace of Education and Social Economy. The exhibits in this palace show development along these lines since 1905, and by specializing on prominent movements and reforms seek to forecast the education of tomorrow. There is a comparative exhibit of the educational system of all nations participating and a comprehensive demonstration of educational work in the United States in all its phases from kindergarten to university. The Department of Social Economy has brought together a comprehensive collection of exhibits illustrative of the conditions and necessities of man considered as a member of organized society and government, together with displays showing the agencies or means employed for his well being. As far as possible, operating examples are given. Child welfare, and the work of organizations such as boy scouts, campfire girls, etc., charities, corrections, criminology, urban problems, park systems, public buildings, street improvements, method of disposing of sewage, etc., receive exhaustive treatment by exhibits. Such matters as finance in its relation to the public welfare and in connection with such agencies as banks and provident associations, modern credit associations, etc., are illustrated. All matters pertaining to commerce in the way of distribution of goods, business standards and systems; all labor problems involving working conditions and standards, welfare and efficiency, and including domestic science and woman's vocations, have been exhaustively studied and compared by exhibits. The latest discoveries in hygiene, methods of missionary work, international and universal peace institutions, diplomatic and consular systems—all these receive a broad and sympathetic treatment by exhibitional studies.

Palace of Liberal Arts. Liberal Arts rank high in the classification of exhibits because they embrace the applied sciences which indicate the result of man's education and culture, illustrate his tastes and demonstrate his inventive genius and scientific attainment and express his artistic nature. This splendid palace is directly opposite the main entrance to the Exposition grounds from the city side and is approximately 585 feet long, 470 feet wide and 65 feet high and covers nearly six acres.

Palaces of Manufactures and Varied Industries. The department of a universal Exposition which has the combined interest of all nations is the exhibition of finished products of manufacture and manual skill, the objects of utility, luxury and taste in which each country excels and which constitute the most valuable and profitable part of foreign trade. The various nations will show with honest pride and satisfaction their artistic products. The art industries of the world are brilliantly displayed in the Palaces of Manufactures and Varied Industries.

Palace of Transportation. The exhibits in this palace are made, as far as possible, contemporaneous, not historical. The very latest achievements of human ingenuity covering the entire field of transportation are displayed. On account of the great development of the motor boat industry and aerial navigation these two groups are thoroughly represented, both in indoor and outdoor exhibits. In this palace are shown the exhibits of the great steamship companies, the



LOOKING EAST ON THE ZONE TWO MONTHS BEFORE OPENING DATE



COLUMBUS DAY EXERCISES YACHT HARBOR EXPOSITION GROUNDS

water transportation of all countries, their navigation and commerce, characteristic boats and ships of all nations. Sail and steam yachts are generally shown by models. Electric exhibits show the latest application of electricity to the agency of transportation. A locomotive exhibit illustrates the latest types. Car exhibits show the modern development of street car equipment, and there is a complete showing of railway supplies, including all the new inventions and appliances for the protection of life and property in this connection. In this palace the leading manufacturers of automobiles will exhibit their wares and make their headquarters. Everything of interest to the automobile owner, dealer or manufacturer is shown. Accurately colored topographical maps of the Lincoln Highway, Pacific Highway and other automobile tours are shown on the walls surrounding the automobile exhibit.

Palace of Agriculture. The section of this Exposition devoted to the interests of agriculture embraces an area of more than forty acres. The Palace of Agriculture, proper, covers seven and one-half acres. The exhibits deal with every possible phase of the agricultural industry. A very important group is devoted to farm implements and machinery. No less than seven distinct classes are required. In this department also is shown all that pertains to forestry and forest products.

Palace of Agriculture (food products). Under this same department, although in a separate palace, the multiform exhibits governing the food products of the entire world are grouped. Vegetable and animal food products and the equipment and methods employed in the preparation of foods and beverages are extensively shown.

Palace of Mines and Metallurgy. The exhibits in this palace deal with the natural mineral resources of the world, their exploration and exploitation, their conversion into metal, their manufacture into structural forms and into raw material for the various industries. They take in the ordinary metallics such as gold, silver, copper, lead, zinc, iron, aluminum, etc.; the rare metallics such as tungsten, vanadium, uranium, radium, platinum, etc.; the non-metallics, such as clay, cement and their products; coal, oil and gas; the salines, fertilizers, etc.

Live Stock Exhibit. In keeping with the general plan of the Exposition the Department of Live Stock is presented in a better manner than has heretofore characterized such exhibitions. Competitions for the \$175,000 in prize money appropriated by the Exposition, and for the supplemental premiums offered by the breeders' associations take place in the months of October and November. In addition to this there will be a continuous live stock display in 1915 from February 20th to December 4th. In housing, classification and arrangements of the exhibits, the Department of Live Stock at San Francisco demonstrates the advancement that has been made since the last world's exposition. Special events will include universal polo, international cavalry contests, two harness horse racing meets, and the carrying on of a series of demonstrations which will teach everything that is new in this important industry.

The Living Hedge. The fence or hedge dividing the Exposition site from San Francisco's residence section is approximately twenty feet high and is formed of a solid mass of the flowering Mesembryanthemum. This hedge is broken at intervals by the archways marking the turnstile entrances and forms into an elaborate Mission design at the main entrance, Scott Street. This living hedge is also the design of the firm of Bliss & Faville, worked out by the magic hand of John McLaren, chief of landscape gardening, and is one of the many unique features of this Exposition.

The Exposition Auditorium. Designed by Messrs. John Galen Howard, Frederick H. Meyer and John Reid, Jr. The Exposition Auditorium is a four-story construction of steel and stone and graces the Civic Center of San Francisco. It will be a lasting and beautiful monument to the Panama-Pacific International



THE TOWER OF JEWELS FROM THE PALACE OF HORTICULTURE



ITALIAN TOWERS MARKING ENTRANCE TO COURT OF FLOWERS

Exposition. The Exposition management has paid over one million dollars for its erection and the City and County of San Francisco has paid a million dollars for the site. The main auditorium of this building accommodates twelve thousand persons.

Festival Hall. Designed by Robert Farquhar of Los Angeles. This will be the scene of many of the great festivals and choral competitions entered into by the various singing organizations of the world. Festival Hall is built in the French theatre style of architecture with one large dome and various minor domes and minarets, profusely decorated with statuary. The main hall contains seats for about three thousand persons, and here is placed a huge pipe organ which is seventh in size in the world.

The California Building. Designed by Thos. H. F. Burditte. This building is in the old Mission style and covers approximately 350 feet by 675 feet. In form it consists of a towered main building, two stories in height and surrounded by an immense court. This building is the second largest on the grounds, and in cost of construction, furnishings, equipment and installation of displays, represents an outlay of \$2,000,000. This is the "Host Building" of the Exposition. It contains the displays of the fifty-eight counties of California. This building with its walled-in court and park covers about seven acres. The Woman's Board, an auxiliary of the Exposition, has assumed the responsibility of furnishing and maintenance, and has entire charge of its social administration.

Main Tower or "Tower of Jewels." Designed by Messrs. Carrere & Hastings of New York. This tower rises to a height of 433 feet and, from an architectural standpoint, is the dominating feature of the Exposition. This will be the center of a brilliant night illumination, the outline of the tower being defined by over one hundred thousand hand-cut glass "jewels" or prisms, hung tremulously, the least atmospheric disturbance causing them to flash and change and scintillate in a thousand different tints and colors.

The Court of the Universe. Designed by Messrs. McKim, Mead and White of New York. This is the great central court of honor of the Exposition, and in design and decoration it is made to represent the meeting place of the hemispheres. It will be 700 feet long and 900 feet wide, and will contain a sunken garden in the center. At the northern end between the Palaces of Agriculture and Transportation is a great pool of water embellished with statuary and fountains.

The Court of Abundance. Designed by Louis C. Mullgardt. This is the east central court of the Exposition and in design shows the Oriental phase of the Spanish-Moorish type. This court is dedicated to music, dancing, acting and pageantry.

The Court of the Four Seasons. Designed by Henry Bacon of New York. This is the west central court and one of the most beautiful sections of the Exposition. It is said that Hadrian's Villa, one of the historic Roman palaces, is the inspiration for this court. It is surrounded by a beautiful colonnade, in each of the four corners of which are niches containing groups of statuary, "Spring," "Summer," "Autumn" and "Winter," by Furio Piccirilli, and representing the four seasons.

The Court of Palms. Designed by George W. Kelham of San Francisco. This is one of the two minor courts of the Exposition. Its entrance is from the great South Garden between two towers, each rising to a height of 200 feet and also designed by the same architect and favoring the period of the Italian Renaissance. This court contains a showing of rare and beautiful palms.

The Court of Flowers. Designed by George W. Kelham of San Francisco. This is the second of the minor courts, also having its entrance from the great South Garden between two Italian towers almost the exact duplicate of those at the entrance to the Court of Palms. While being the smallest of the Exposition



CALIFORNIA BUILDING



ARCH OF THE RISING SUN COURT OF THE UNIVERSE

courts it is nevertheless as beautiful as the others and, as the name denotes, is a paradise of vari-colored flowers.

Statuary. Over 250 distinct groups and hundreds of individual pieces of statuary are shown at the Panama-Pacific International Exposition. The general character of this sculpture is imaginative and vital and a high standard in motive has been attained. The plan is designed to form a sequence from the first piece that greets the visitor on his entrance from the city throughout the five courts and the circuit of the enclosing walls. Among the most notable are "The Fountain of Energy," "Nations of the East," "Nations of the West," and the colossal "Column of Progress." These four groups are the creation of A. Stirling Calder, who has worked them out in collaboration with Leo Lentelli and F. G. R. Roth. Among others are the four groups representing the seasons in the Court of the Four Seasons, by Furio Piccirilli, "Fountain of Youth," "The Fountains of the Rising and Setting Sun," "Fire," "Water," "Earth" and "Air," "Order and Chaos" and "Eternity and Change," "Modern Civilization," "Armored Horseman," "Philosopher," "Adventurer," "Priest," "Soldier," "Fountain of Eldorado," "Nature," "Ceres," "Beauty and the Beast," "End of the Trail," "The Pioneer," "Cortez," "Pizarro," "The Miner," "The Pirate," "Primitive Man," "Primitive Woman," "Steam," "Electric Power." Besides these figures and groups are many beautiful friezes, spandrels, capitals, niches and columns decorated with allegorical subjects.

Mural Paintings. Never before has such an array of mural paintings been brought together. Eight canvases from the brush of that world-master Brangwin adorn the Court of Abundance. Two of DuMond's masterpieces occupy places of honor under the western triumphal arch, while two creations of Edward Simmons occupy a similar position under the eastern arch. Eight murals by Robert Reid decorate the inside of the lofty dome of the Palace of Fine Arts. Two exquisitely beautiful paintings by Dodge are placed, one on either side, under the arch of the "Tower of Jewels," while scattered throughout the grounds in advantageous positions are paintings by Hassam, Bancroft, Matthews and Holloway, a strikingly representative group of contemporaneous world painters.

State Participation. In state participation the Panama-Pacific International Exposition far outdoes its predecessors. Forty-six out of the fifty-two states and territories are represented by buildings or exhibits. Nearly all of these are making greater preparations and spending more money than for any previous Exposition.

Foreign Participation. Twenty-nine foreign nations, through their governments, or by enterprise of their industrial organizations and manufacturers, are participating at the Panama-Pacific International Exposition. In spite of the European war, there will be a far greater foreign exhibit than at any previous Exposition. The buildings of the states and the imposing pavilions of the foreign nations compose a city of beautiful architecture varied in design and for the most part partaking of the character of the particular state or country they represent, but all in harmony with the general color scheme.

"The Zone" or Amusement Section. The main amusement street is 3000 feet in length and runs from the Service Building in the west to the foot of Van Ness Avenue in the east. A space of sixty-five acres is devoted to the amusement features of the Exposition. "The Zone" will be open from 9:30 A. M. until 11 o'clock P. M. In the language of an old showman this is "the greatest aggregation of amusement features for the education and entertainment of the public that was ever brought together in the world." Rigid selection has governed the granting of all of the concessions. Every one accepted has satisfied a high standard of propriety, good taste and educational value, as well as effective funmaking and entertainment. This division of the Exposition represents an outlay of over \$10,000,000.



Philosopher



Star Figure





Rain



Sunshine



Autumn



SELECTIONS FROM THE MANY BEAUTIFUL SCULPTURAL SUBJECTS



Summer

Spring







North Entrance, Palace of Machinery

North End Court of the Universe

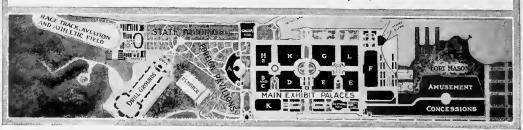
Conventions. Over 400 conventions and congresses have chosen San Francisco as their meeting place in 1915. These cover a wide range of subjects, and it has been estimated that the attendance from delegates and their families and friends interested will reach at least half a million.

Music. The music lover will be well entertained at the Panama-Pacific International Exposition in 1915. Besides the daily concerts in the band concourse near the Palace of Fine Arts, there will be concerts by the Boston Symphony Orchestra, the German Singing Societies of New York, the Swedish Singers and the Welsh Eisteddfod competition between their choirs and bands. The world's leading artists, both vocal and instrumental, will give renditions throughout the Exposition period. On the Special Days there will be special musical attractions, as, for instance, on Danish Day there will be a choir of 400 picked voices. Among the most notable bookings is a series of 100 concerts by Lemare. There will be recitals on the great organ in Festival Hall, combined choirs of children's voices, and many other musical features, making music at the Exposition one of the principal attractions.

Special Events. Commencing with the Vanderbilt Cup Race on February 22nd and the Grand Prix Race on February 27th, there will be one continuous run of special events all through the Exposition year. Special county days, city days, state days and national days. The visit of the fleet and the grand naval parade will be one of the features, and there will be many other special events in keeping with the broad plan and brilliance of this Exposition.

Athletics. The Panama-Pacific International Exposition schedule, the greatest ever arranged by any Exposition or country, commences February 22nd with the national basket ball championships. The present national champions, the Illinois Athletic Club, will participate in the opening games. Every other national championship will be made up of contestants from the great athletic centers. Tennis and golf matches have been arranged on a large scale. The famous Marathon race, which originated centuries ago in Greece, will be re-run. The plans as arranged by the Department of Athletics cover a period of five months actual activity. Special arrangements are being made to programme events for the men of the Atlantic fleet and other ships which may be in attendance.

Ground Plan of the Panama-Pacific International Exposition

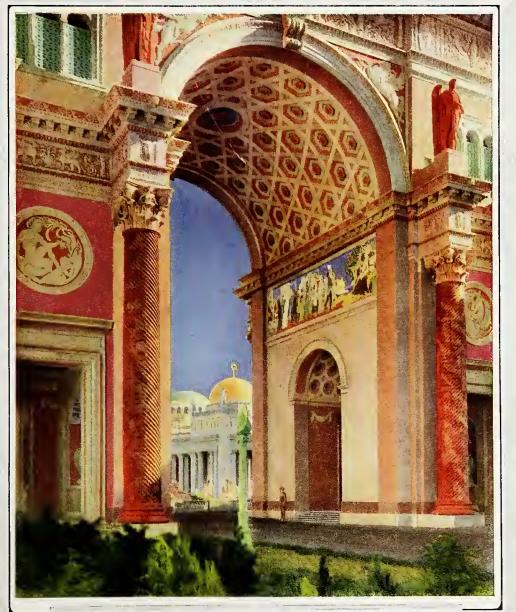


NATURAL COLOR STUDIES OF THE EXPOSITION CITY

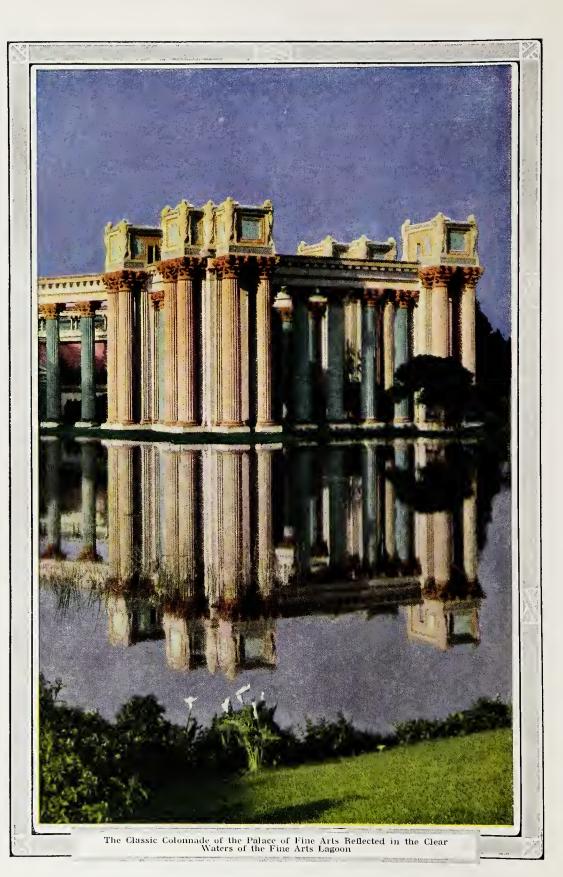
PANAMA - PACIFIC INTERNATIONAL

SAN FRANCISC

EXPOSITION
0 1915



Part of the "Arch of the Setting Sun," Western End "Court of the Universe," Showing, on the Right, One of DuMond's Murals





South Entrance Palace of Liberal Arts and the Two Italian Towers Which Mark the Entrance to the Court of Palms



View of Part of the Main Group of Exhibit Palaces, Taken from the Wooded Fine Arts. Alcatraz Island in the Right Cent



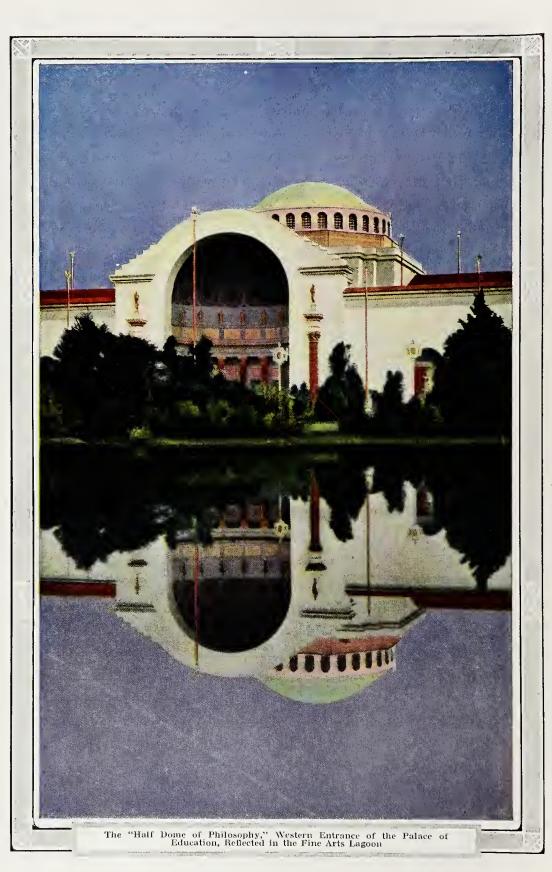
Partial View of the Northern Facade of the Main Exhibit Palaces Fronting of Process, from the "Moro" at the Yacht Harbor, on Jan

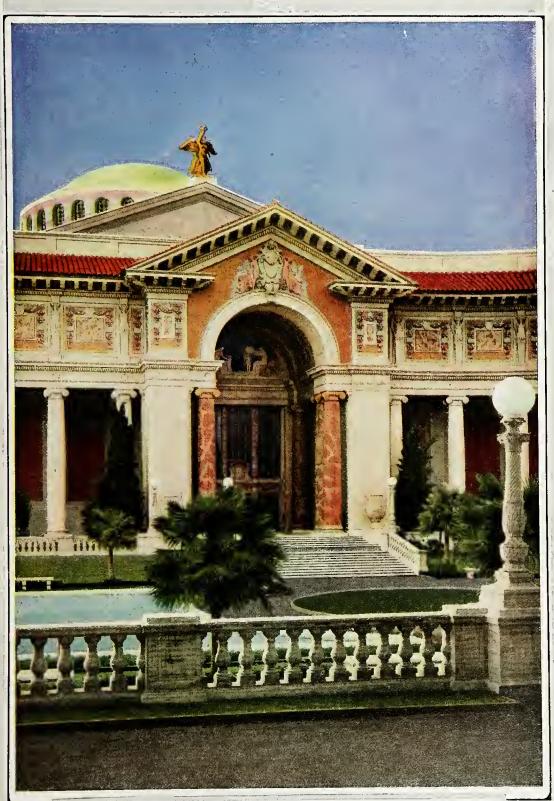


Heights of the "Presidio." The Giant Encalyptus Trees Hide the Palace of r of the Picture. Taken November 20th, 1914.



San Francisco Bay. This View Was Taken by the Lumiere Natural Color rry 10th, 1915, Over One Month Before Opening Date.

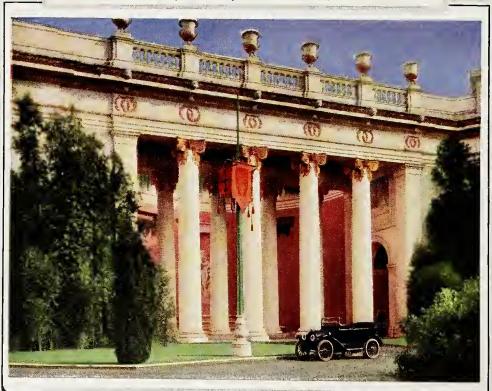




Part of the Court of Palms, Showing the Wonderfully Ornate Western Entrance to the Palace of Liberal Arts



Palace of Horticulture, With Its Beautiful Glass Dome, Rising to a Height of Nearly Two Hundred Feet



"Autumn," One of the Four Niches Typifying the Seasons in the "Court of the Four Seasons"



"And in that black, deserted zone
They built a city, stone on stone;
A city that, on history's page,
Is crowned the marvel of its age."

AN FRANCISCO—"The City Loved Around the World"—is at once representatively Western and the most cosmopolitan city in the world. The forty-niner crossing the plains by ox team walked its unpaved streets and the Spanish Padres conquering the burning deserts to the south established a mission and dreamed their dreams of conquest, campaigning from this point. Here, in an early day, from around of the Horn and across an unknown

ocean, with snow-white sails all set, the peoples and products of other bay. These early settlers brought devotion that, as the years rolled character of a city that was in

San Francisco is typically metropolitan development its broadness of mind and pur phere and happy hospitality "Rugged West."

On a parallel of latitude Louis and ten miles north tered by mountains on the brilliant California sunshine San Francisco rightly boasts swung through the Golden Gate lands to anchor in the spacious with them energy, courage and by, has become imbedded in the its very origin cosmopolitan.

Western, in that through all its citizens have maintained that pose, that care-free atmosso often met with in the

about fifty miles south of St. of Richmond, Virginia, shelnorth and east, with the tempered by cooling winds, of her invigorating climate.

Entrance to San Francisco

The Union Ferry Depot





Affiliated Colleges, San Francisco

Seal Rocks, San Francisco

Beginning in April and continuing until October the gentle trade winds blow over San Francisco. Coming directly from the ocean, these breezes carry with them the salt tang of the sea and are healthful and exhilarating.

The annual mean temperature of San Francisco is 56 degrees Fahrenheit. September is the warmest and January the coldest month. The mean temperature of September is 59.1 degrees and of January 49.2. In the last twenty years there have been only twenty-seven days during which the temperature exceeded 90 degrees, and in the same period it has not fallen below 32 degrees, the freezing point. The differences between day and night temperatures are small. The warmest hour, 2 P. M., has a mean temperature of 59.2, and the coolest hour, 6 A. M., has a mean temperature of 50.9 degrees. Such a climate admits of comfort to all who attend the Exposition.

To walk the long esplanade on the bay shore, the blood quickened by strengthening ocean airs, to rest in the balmy sunshine of the sheltered courts, to traverse the miles upon miles of enchanting aisles in the exhibit palaces in perfect physical comfort, will be one of the cherished experiences of a visit to the Panama-Pacific International Exposition. Those who come from tropic climes and from the heated sections of our own country should bring with them warm wraps.

Located in the center of the long coast strip, with an adequate rainfall and a large area of tributary territory, San Francisco maintains a confident and conservative attitude toward future growth and commercial importance. This feeling is reflected in the marvelous production of the Exposition at an initial cost to city and state of seventeen and a half millions of dollars, and that within half a decade after the recuperation from the great fire. It is most remarkable that a city that has spent in eight short years \$375,000,000 in its renaissance—a sum equal to the



Along the Ocean Beach, San Francisco





JapaneseTeaGarden



Portals of the Past



Museum



Music Stand



Buffaloes



Conservators







Naval Training Station, Goat Island

Along the Water Front, San Francisco

cost of the Panama Canal—should also build the largest, most beautiful, and, what promises to be the most successful, of world expositions.

San Francisco is a wealthy city. Her bank clearings for 1912 were \$2,677,561,952, an amount almost equaling the combined clearings of the five next larger cities of the Coast, which were \$2,690,516,590 for the same period. The assessed valuation for 1912 was \$605,141,664. The assessed valuation per capita was \$1,308.24, making this the wealthiest city on the Pacific Coast and the fifth wealthiest in the country.

In beauty of location and natural attractions San Francisco stands supreme among American cities. Situated upon the point of a peninsula, surrounded on three sides by ocean and bay, builded upon irregularly rising hills, with magnificent mountain and marine views on every hand, set in an infinity of earth, sea and sky, San Francisco charms the imagination and appeals to the soul.

Momentarily leaving the Exposition itself out of the question, the visitor in 1915 will find a world of interest and information in San Francisco that can not be duplicated elsewhere: the sylvan charm of Golden Gate Park with its Japanese tea gardens, buffalo and elk paddocks, museum, wonderful walks and drives, and beautiful gardens containing the products of two zones; a visit to the Cliff House and Seal Rocks; Sutro Heights; an automobile drive around the famous Ocean Boulevard or to one of the many beauty spots down the peninsula; a study of reconstructed San Francisco, with its Golden Gate, its splendid harbor, ocean frontage, wharves and shipping, parks, markets, military reservations, old Mission, public buildings, historic points and near-by resorts—the trip most interesting to the tourist is that through Chinatown, visiting the joss houses, the Chinese theaters, bazaars, curio stores, restaurants, markets, etc.—a visit to the Presidio, a sunny afternoon on Fisherman's Wharf or a lounge in one of the many beautiful parked squares that are found at

Kearny and Market Streets, San Francisco

Land's End, Outside Golden Gate





BUSINESS SECTION, SAN FRANCISCO



Market Street at Powell Street



Market Street at Post Street







Steamer Docks, San Francisco

Fisherman's Wharf, San Francisco

convenient intervals and serve as breathing places in the midst of the city's business and bustle; in the constant stir of cafe and hotel forming the city's night life—anywhere, everywhere, he will be impressed and thrilled with a feeling that here on the farthest shores of earth's greatest ocean the world is taking a holiday and he is part of it.

With San Francisco as the center a week or more can be well spent and at small cost in visiting the cities of Oakland, Alameda and Berkeley, a twenty-minute ride across the bay, a trip down the peninsula to San Mateo, and such near-by points of interest as Stanford University, the University of California at Berkeley, the Mare Island Navy Yard, Mill Valley, Mt. Tamalpais, the Muir Redwoods, Piedmont Springs, etc. The following are a few of the points of interest that can be reached from San Francisco, with the round trip fare in each case:

| Oakland and Lake Merritt. | |
|--|------|
| Idora Park, Oakland | .20 |
| Piedmont Springs, Oakland | .20 |
| University of California at Berkeley | .20 |
| Sausalito, by steamer | .25 |
| Mill Valley | .40 |
| San Rafael | .50 |
| Steamer trip around San Francisco Bay | 1.00 |
| Mare Island (the United States Navy Yard), by steamer | 1.00 |
| The "Portola Discovery Trip" on the Ocean Shore Railroad, leaving | 1.00 |
| San Francisco at 10 A. M. and returning at 5:15 P. M | 1.00 |
| Palo Alto for Stanford University, Sunday excursion, \$1.05; two-day | 1.00 |
| | 1 20 |
| excursion | 1.30 |
| Trip to the base of Mount Diablo by ferry and electric railway. | |
| Round trip from San Francisco, week days, \$2.10; Saturdays and | |
| Sundays | 1.40 |
| Mt. Tamalpais, over "the crookedest railroad in the world," and | |
| where a magnificent view can be had of the Pacific Ocean, of San | |
| Francisco Bay with its surrounding hills and mountains and of | |
| twenty-five cities | 1.90 |
| | 1.70 |

Panorama of the New San Francisco





Curbstone Vendors, Chinatown

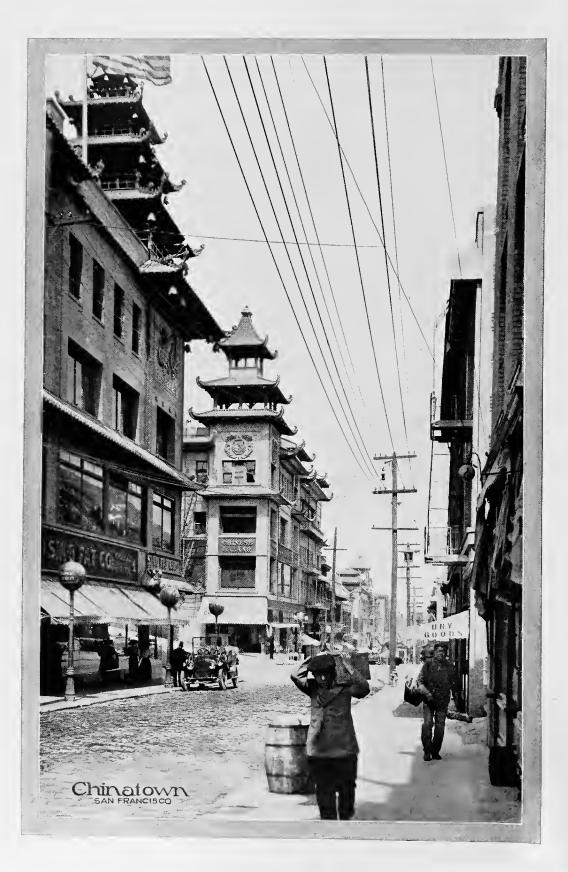
Dragon Procession, Chinatown

| The Muir Woods via Mt. Tamalpais Railway (a grove of virgin | |
|---|--|
| Redwoods, some nearly 300 feet high, and within two hours' ride | |
| from San Francisco) | |
| The Mt. Tamalpais and Muir Woods trips can be combined in a day's | |
| outing for a round trip fare of | |
| The "Key-Trolley Trip," leaving San Francisco at 10 A. M. and | |
| 1 P. M., returning at 4:50 P. M., gives one sixty-eight miles of | |
| sight-seeing, visiting the University of California, the Greek | |
| Theater, the cities of Berkeley, Alameda, and Oakland, Piedmont | |
| Gardens and Springs and the Ostrich Farm. Fare for the round | |
| trip, including guide and admission to attractions 1.00 | |
| | |

In the matter of public entertainment San Francisco can feel proud. She is second only to New York in the number and quality of her hotel accommodations. At present there are over 2000 hotels and apartment houses in San Francisco. This number is supplemented by the many up-to-date hostelries of the trans-bay cities of Oakland, Berkeley and Alameda. Very reasonable rates are in force and the hotel association has assured the Exposition officials that these rates will prevail during the Exposition period. Rooms occupied by one person may be obtained in San Francisco by the day from \$1.00 up. Rooms with bath, \$1.50 up. San Francisco is noted for the number and variety of her restaurants, where substantial meals can be obtained from 25 cents to \$1.00. It is generally conceded that, quality for quality, the San Francisco restaurant prices are from 20 per cent to 40 per cent below those of New York City. The visitor to the Panama-Pacific International Exposition can be assured of the fact that he will not be overcharged by the hotels and restaurants. He will find that San Francisco is a city of hospitality and entertainment, and that its citizens are imbued with a desire to extend the right hand of fellowship and good will to the stranger within her gates in 1915.

Looking Toward the Bay of San Francisco







AKE the sunniest parts of sunny Italy and Spain and the South of France with their wealth of vineyards and orchards; take the rugged mountain scenery of Switzerland and blend with it the verdure-clad hills of bonnie Scotland and the meadows and moors of rural England; place here and there the more beautiful bits of the French and Italian Rivieras with their wooded slopes and silvery beaches.

joyous crowds, and gay life; bound this collection on one side by the earth's longest mountain range and on the other by the largest ocean, and cover with a canopy of turquoise blue sky and brilliant sunshine and you have a picture that yet falls short of—California the Golden.

The name "California" is surrounded by the glamor and poetry of adventurous and romantic times—the advent of the Spanish don and conquistador, and their far from gentle acts, followed by the meek and loving mission of the good Father Serra, who, between the years 1769 and 1776, traveled over the hot sands, back and forth, for thousands of miles, and founded upwards of fifteen missions, establishing a practical Christianity which taught "Peace on earth, good will to all men."

The periods of the Spanish conquerors and the Christian conquest were followed, in 1848, by the wild stampede of the immigrants on the discovery of gold. This era has been made famous by the pens of Bret Harte, Mark Twain, and Joaquin Miller.

But the romantic of yesterday has given place to the practical of today. As the tourist rolls along over the beautifully smooth state highways in his high-powered car, he will only be reminded of past glories by an occasional glimpse of one of Father Serra's missions, which today, perchance, boasts a caretaker in place of a picturesque prior.

On the Beach at Santa Cruz





Donner Lake

Ostrich Tree, Seventeen-Mile Drive

From majestic Mount Shasta in the north to her sister, the picturesque Mount San Bernardino in the south—from the High Sierras to the shining sea—California abounds in scenery and opportunities wonderfully attractive to the tourist, the home-seeker, and the investor.

The climate of California is only one of her assets, but a very important one. To the salubrity of the climate can be attributed the virility and versatility of her native and adopted sons and daughters—writers, artists, sculptors, engineers, architects, scholars—who have brought fame to themselves and their beloved state in all parts of the earth, by reason of the out-of-doors-all-the-year-round climate that at all times enables one to sleep and eat with perfect enjoyment and work with rare diligence and a healthy ambition.

California has a land area of 155,980 square miles and a population of only about 2,500,000. With a temperate climate in the northern counties and almost tropical conditions in the south, she can boast of a diversity of products not equaled in any other part of the earth. She excels in dairying, cattle, and wheat growing, agriculture, horticulture, and viticulture. One county produces more raisins than the whole of Spain; one, more artichokes than the south of France; while yet another county produces more French prunes than the mother country, and the orange and lemon crop of California is greater than that of Europe. Everything produced in the Torrid or Temperate zones is grown—and grown to perfection—in California. The products of all the other states in the Union are duplicated here, together with many others, not grown elsewhere, but peculiar to the rich soil and kindly climate of California.

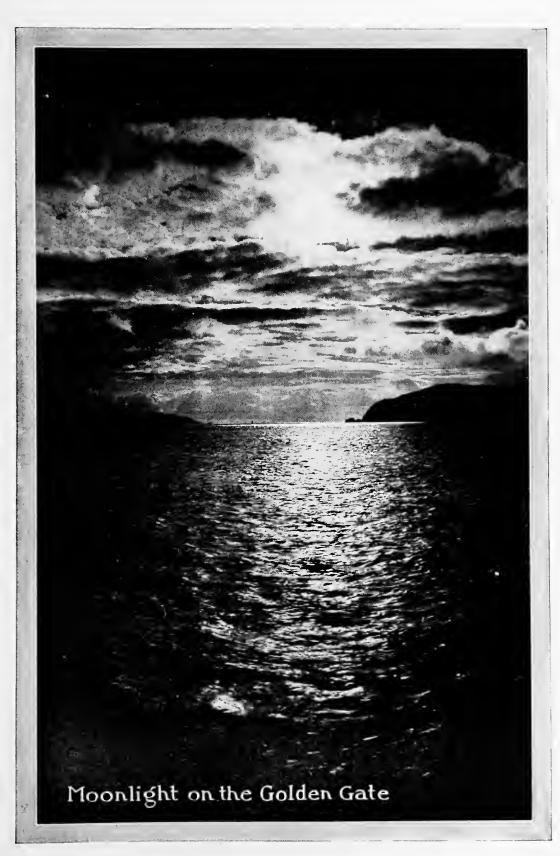
The mineral output of the state is another big asset. In fifty-five out of a total of fifty-eight counties minerals are found in paying quantities. Over one billion and a half in gold has been mined since 1848. The estimated mineral production for 1913 is one hundred million dollars.

Military Camp, Yosemite Meadows

Mount Tallac, Lake Tahoe









Yacht Club House, Belvedere

Tamalpais from Marin's Shores

Roughly speaking, California produces one-fourth of the world's output of oil, based on a total production of, approximately, 350,000,000 barrels.

The visitor to the Panama-Pacific International Exposition in 1915, however, will be interested in California's beautiful scenery, natural attractions, and places of renown, as well as in her commercial activity. Hence a short description of the principal places of interest.

The Missions. The missions of California are well worth a visit. They are scattered at intervals along the "Camino Real," or "Royal Highway," from San Diego to San Francisco. They are easy of access from the main thoroughfare and, by their peaceful setting and interesting inscriptions, invite the traveler to spend an hour or two "far from the madding crowd's ignoble strife." For the most part they are in a good state of preservation and vividly recall "the days before the Gringo came," when the Spaniards ruled the land and the Indians were their servants.

It is very hard to determine which is the most interesting of the missions. Dolores, in San Francisco, is the most important to the San Franciscan, as it gave the name to his city. The Mission Dolores was founded in 1776 and dedicated to San Francisco d'Assisi. It is very well preserved. A string of bells still hangs suspended by the original rawhide ropes. These are the bells that inspired Bret Harte to say:

Bells of the past, whose long-forgotten music Still fills the wide expanse, Tingeing the sober twilight of the present With color of romance.

I hear you call, and see the sun descending On rock, and wave and sand, As down the Coast the mission voices blending Girdle the heathen land.

Borne on the swell of your long waves receding,
I touch the farther Past,—
I see the dying glow of Spanish glory,
The sunset dream and last!

Oakland Sky Line from Beautiful Lake Merritt







Miles of Artichokes

California, a Hunter's Paradise

Before me rise the dome-shaped mission towers, The white Presidio; The swart commander in his leathern jerkin, The priest in stole of snow.

Once more I see Portola's cross uplifting Above the setting sun; And past the headland, northward, slowly drifting, The freighted galleon.

Another very interesting mission is that of San Juan Bautista in the San Juan Valley of San Benito County. San Juan is eight miles west of Hollister, and about sixteen miles inland from the Bay of Monterey. It was founded in 1797 and has maintained its beauty of surroundings and sylvan seclusion through all the years. Of this mission the author of "Ramona" says:

"At San Juan Bautista there lingers more of the atmosphere of the olden

time than is to be found in any other place in California.

"The mission church is well preserved; its grounds are enclosed and cared for; in its gardens are still blooming roses and vines, in the shelter of palms, and with the old stone sun dial to tell time.

"In the sacristy are oak chests, full of gorgeous vestments of brocades, with silver and gold laces. The church fronts south, on a little, green, locust-walled plaza—the sleepiest, sunniest, dreamiest place in the world."

Following is a list of the other important missions of California, together with their location:

San Francisco Solano Mission at Sonoma, San Rafael Archangel Mission at San Rafael, Santa Clara Mission at Santa Clara, Santa Cruz Mission at Santa Cruz, San Carlos de Borromeo Mission at Monterey, San Carlos de Rio Carmelo Mission at Monterey, Nuestra Senora de la Soledad Mission at Soledad, San Antonio de Padua Mission at King City, San Miguel Mission at San Miguel, San Luis Obispo de Tolosa Mission at San Luis Obispo, Santa Ynez Mission at Santa Ynez, La Purisima Concepcion Mission at Lompoc, Santa Barbara Mission at Santa Barbara, San Buenaventura Mission at Ventura, San Fernando Rey de Espana Mission at Fernando, San Gabriel Archangel Mission at Los Angeles, San







Bohemian Grove



Grizzly Giant (MARIPOSA)



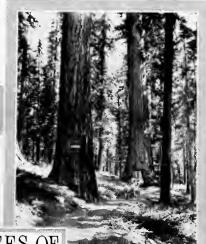
Fallen Monarch (MARIPOSA)



Mariposa Grove



(



BIG TREES OF CALIFORNIA

Vermont & Wawona (MARIPOSA)

Santa Cruz Grove



An Orange Orchard

A California Home

Antonio de Pala Mission at Fallbrook, San Juan Capistrano Mission at Capistrano, San Luis Rey de Francia Mission at Oceanside, San Diego de Alcala Mission at San Diego, Santa Ysabel Mission at Foster.

The Great Central Valley. Between the two great mountain ranges of California, the Sierra Nevada on the east and the Coast Range on the west, lies the Great Central Valley, drained by the San Joaquin and the Sacramento rivers. This valley extends from the Tehachapi Mountains on the south to Mt. Shasta on the north, a distance of about 550 miles. With nearly 20,000 square miles of comparatively level land, this is both the granary of California and one of the great fruit and stock producing regions of the world. The southern portion of the valley is known as the San Joaquin Valley, while the northern part is called the Sacramento Valley. Visitors to the state wishing to study agricultural California should by all means visit points in the "great valley." Here is the home not only of grains, alfalfa, celery, and asparagus but of the fig, the almond, the grape, the orange, the apricot, the olive, and other tropical and subtropical fruits.

Among the Redwoods. A week could be very pleasantly spent among the redwoods at numerous hotels, mineral springs, or farm resorts north of San Francisco. On this line special summer rates will be granted in 1915. A most attractive one-day jaunt over this line is the "Triangle Trip," taking one through 150 miles of mountain and redwood forest scenery, with a boat ride on San Francisco Bay, and by rail along the Russian River. Round trip rate for the "Triangle Trip": Sundays, \$2.20; Fridays and Saturdays, \$2.50; other week days, \$2.80. Hotel accommodations may be secured at these resorts at from \$8.00 to \$14.00 per week.

Calaveras Big Trees. A most interesting trip is that to the Calaveras Big Trees, reached by rail from San Francisco via Stockton to Angels, thence by stage twenty-two miles to the grove. This is the land of Bret Harte and Mark Twain and of the placer mining of the days of '49.







Vista of Lake Tahoe

A California Pergola

The Sierra Road cuts through Table Mountain, recalling "Truthful James" and the "Society upon the Stanislaus." The route follows the famous Mother Lode, giving an opportunity to see something of deep quartz mining. Among other trips that can be taken at small cost are those to Mercer's Cave and to the Natural Bridge. Other side trips from this region are those to Lake Eleanor and the Hetch Hetchy Valley. The round trip fare from San Francisco to the Calaveras Big Trees is \$14.60. Hotel accommodations from \$12.00 per week up.

Shasta Resorts. All reaching San Francisco or returning home by the Shasta Route will find it well worth their while to stop over for a week or more at any one of the resorts near Mt. Shasta. Excursions to Mt. Shasta and to the numerous mineral springs, trips among the pines, mountain climbing, hunting and fishing are among the attractions of the Shasta region. Hotel accommodations from \$12.00 per week up.

Lake Tahoe. During the open season, from May 15 to October 15, a week, or the entire vacation, for that matter, can be profitably spent at Lake Tahoe resorts (elevation 6,240 feet). Lake Tahoe is twenty-three miles long and thirteen miles wide. Those going to or returning from San Francisco may stop over at Truckee and visit the Tahoe resorts at but little extra expense for side-trip transportation. Stop-overs at Truckee will be allowed on all through railway and Pullman tickets. A

and trip ticket from Truckee to the lake, around the lake by "Steamer Tahoe," and return to Truckee will cost \$6.00. On this ticket stop-overs will also be allowed. Among Tahoe amusements are trout fishing in the lake and numerous streams found round about, bathing, boating, driving, and mountain climbing. Accommodations may be secured at the Tahoe resorts at from \$2.00 per day up.

Yosemite National Park. Those reaching San Francisco via the San Joaquin Valley or with return tickets via the San Joaquin Valley can

Rubidoux Cross and Mt. San Bernardino

Mossbrae Falls, Shasta Country









On the Campus

University of California

Le Conte Oak

arrange to reach the Yosemite National Park from Merced, all tickets permitting stop-over privileges at Merced. From Merced the round trip rate to the Park is \$18.50. For those not routed via the San Joaquin Valley, the round trip rate to the Yosemite National Park from San Francisco will be \$22.35 for those traveling on day trains, with \$2.00 each way added for Pullman for those taking the night train. Camp accommodations in the park can be secured at from \$2.50 to \$3.00 per day; hotel rates from \$3.50 to \$5.00 per day. Tents for private camping may be rented at reasonable rates. Trained saddle horses may be hired in the park at from \$2.50 to \$4.00 per day. Many tourists in the park take the trails on foot, thus eliminating the expense for saddle horses as well as securing the enjoyment of mountain climbing. Twenty-six miles from the park is the Mariposa Grove of Big Trees. This grove can be reached by stage, the round trip costing \$15.00. From El Portal, the Merced Grove of Big Trees may be reached by stage at an expense of not to exceed \$7.50.

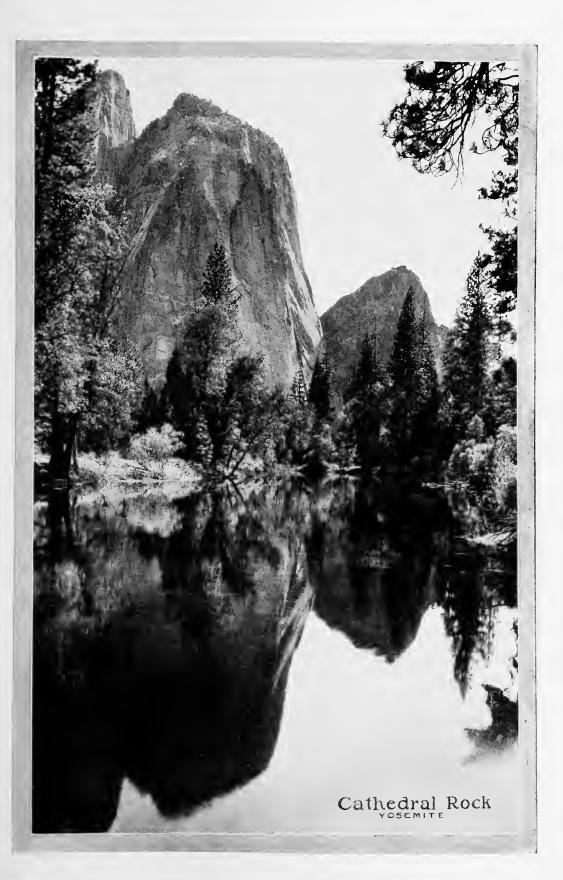
The Canyons. A pleasant week may be spent in the Sequoia National Park east of Visalia, or in the neighboring canyons of the Kings and Kern rivers, which, with their higher surrounding mountains, offer attractions only equaled by the Yosemite. Those going to San Francisco or returning via the San Joaquin Valley may stop over at Visalia or Exeter. The round trip from there to Camp Sierra in the Giant Forest, where are the greatest number of Big Trees in the world, is about \$13.00, including electric railway and stage ride. In the Giant Forest are more than 3,000 Big Trees over 300 feet high, with many thousands more of lesser size. The round trip from Visalia or Exeter, including a week's accommodations at Camp Sierra, transportation, etc., would be about \$25.00. The rate at Camp Sierra for tent and board is \$2.00 per day or \$50.00 per month.

Bay at Santa Catalina Island

In the Gold Lake Country













Main Gateway, Stanford University

Lick Observatory, Mt. Hamilton

Coast Resorts. A week and as much longer as one wishes to remain could be delightfully spent at Santa Cruz, Monterey, Del Monte, Pacific Grove, Paso Robles Hot Springs, or El Pizmo Beach, resorts between San Francisco and Los Angeles. Among the attractions at either Santa Cruz or Pacific Grove are surf-bathing, boating, and fishing. Between Pacific Grove and Monterey, one may journey by street car, take the famous Seventeen-Mile Drive, visiting Carmel Mission, etc. On all railroad tickets stop-overs will be allowed at Palo Alto to visit Stanford University (one mile from Palo Alto), and at San Jose to inspect the orchards of the Santa Clara Valley or to visit the Lick Observatory on Mount Hamilton, 4209 feet elevation (round trip by stage, \$5.00). Accommodations may be secured at the Coast resorts at from \$12.00 per week up.

Santa Cruz Big Trees. The Santa Cruz Grove of Big Trees is seventy miles south of San Francisco and six miles north of Santa Cruz. The trees in this grove are known as Sequoia sempervirens or Redwood. The "Giant," the largest tree in the grove, is 64 feet in circumference and 306 feet high. The grove may be reached from Santa Cruz by automobile or tally-ho or via the railroad. Nineteen miles from Felton and twelve miles from Boulder Creek, is California Redwood Park, a state park of 3,800 acres of natural forest.

The Santa Clara Valley. The orchards of the Santa Clara Valley may be toured from San Jose by automobile or tally-ho. The entire western section of the valley may be seen from the trolley cars. A forty-mile ride over this line may be made between San Jose and Palo Alto for 90 cents, while a journey over the entire line, returning to starting point, may be taken on the Blossom Trolley Trips by cars which leave San Jose, Los Gatos, and Palo Alto every day between 9:30 and 10:30 A. M. for \$1.00. From Palo Alto cars run every ten minutes to Stanford University. Alum Rock Canyon, the unique city park of San Jose, may be reached by cars leaving the center of the city; fare 10 cents each way.

Palm Canyon-"Arabia" in California

A Suburban Roadway









Nevada Falls

View from Moran Point



Yosemite Falls



YOSEMITE NATIONAL PARK

El Capitan







State Capitol, Sacramento

An Oakland Hillside Home

Santa Barbara. A week in Santa Barbara would give a most delightful rest. A visit to the old mission, the beach, the many drives and trails, will all prove of the greatest interest. Hotel accommodations from \$12.00 per week up.

Los Angeles and Southern California. From Los Angeles many delightful and inexpensive trips can be made to San Diego and other points of interest throughout Southern California. The cost for room and meals in Los Angeles, San Diego, Catalina, Santa Monica, Long Beach, Redondo, and other nearby resorts will be about the same as in San Francisco. The following are a few of the points of interest that may be reached from Los Angeles, with the round trip rate in each case:

| Los Angeles, with the found trip fate in each case. | |
|---|------------|
| Pasadena and the Ostrich Farm | .25 .50 |
| "Seeing Los Angeles" by auto or observation car Old Mission Trolley Trip, including Pasadena, Baldwin's Ranch, | .50 |
| Monrovia, San Gabriel Mission, and Alhambra | 1.00 |
| Balloon Route Trolley Trip, traveling thirty-six miles along the ocean shore, visiting ten beaches and eight cities | 1.00 |
| Triangle Trolley Trip, visiting Santa Ana, Huntington Beach, Naples, Long Beach, Point Fermin, and San Pedro | |
| Mount Lowe Trolley Trip, through Pasadena and Rubio Canyon, | |
| Echo Mountain and Alpine Tavern | 2.50 |
| and Sunday with return limit on Monday | 2.50 |
| The "Kite-Shaped Track" trip, the "Inside Track" trip, or the "Orange-Belt" trip | 3.00 |
| | |

Feather River Canyon. Those reaching San Francisco and the Exposition over this route will have an opportunity of seeing the rock-walled canyons of the Feather River. In this section are many resorts, with near-by streams well stocked with trout. The scenery is grand and beautiful, and deer, bear and smaller game are plentiful. Hotel accommodations from \$10.00 per week up.

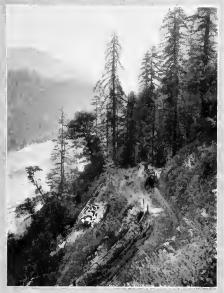
Greck Theatre, Berkeley, Showing Part of Audience of 8000 Persons



SCENIC CALIFORNIA



Eel River at Shirley



Devil's Elbow and Eel River



The Junipero Oak Monterey 1770.



Palm Cañon near Palm Spring

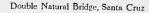


Automobile Speedway, Corona

Midway Point, Near Monterey

Automobiling. From San Francisco as a center the motorist in 1915 may reach all parts of the Coast over smooth, well constructed state and county highways. The people of California have voted eighteen million dollars to build two highways from north to south, one through the great interior valley, the other along the coast. Much of the work has already been done and the remainder, it is hoped, will be completed by 1915. By order of the Secretary of the Interior, the ban against entering Yosemite Valley with automobiles has been removed. The automobile interests of the country are agitating the construction of a transcontinental highway from the Atlantic to the Pacific. At the time this book goes to press the success of this project is assured and the motorist in 1915 will find a concrete road across the country, the western end of which touches San Francisco. The Exposition, with the assistance of the automobile clubs, is marking all the good roads leading into this highway with blue and white embossed steel signs, so that the tourist from any part of the country, by following these signs, will be directed into the transcontinental road by the quickest and easiest route.

Hunting and Fishing. California has long been known as a Paradise for the disciples of Nimrod and Izaak Walton. Its forested mountains are the haunts of deer, bear, California lion, grouse, quail, and other game, and its streams are full of fish. Lake and brook trout are abundant in the mountain streams, and bass, salmon, and shad are the favorites in the valley. Along the coast there is an infinite variety of sport, from casting with ordinary rod and line to heroic struggles with gigantic tuna. Millions of wild geese swarm the fields in the interior in fall and spring, and the marshes and sheltered streams of the Great Valley are hunting grounds for wild ducks. For those who prefer to hunt with the camera, a trip to the Yosemite National Park, where the use of firearms is forbidden, and where deer may often be surprised, affords rare sport. Good hunting or fishing grounds in the mountains may be reached by rail, from San Francisco, with short trips by stage or on foot into the wilds.





How to Reach San Francisco

When you travel to San Francisco in 1915 see that your ticket reads via Southern Pacific both going and returning. This Company offers choice of four direct routes, namely: via Ogden, El Paso, Portland and New Orleans, and in connection with the last named, its line of splendid passenger steamers plying between New York and New Orleans.

The "OVERLAND LIMITED"

"PACIFIC LIMITED"

"GOLDEN STATE LIMITED"

"SUNSET LIMITED"

"SHASTA LIMITED"

"OWL" and "LARK"

are the best appointed and best operated trains in the West, with dining car meals and service of the highest class.

The Southern Pacific carried over two hundred million passengers in five years without a passenger fatality in a train accident. It has been made the safest railroad in the world by the expenditure of millions, and was awarded the Harriman Memorial Gold Medal by the American Museum of Safety "for the utmost progress in safety and accident prevention" in the twelve months ended June 30, 1913, in competition with all steam railroads in the United States.

From quaint New Orleans you take "Sunset Limited" and travel at low altitudes through Louisiana, Texas, New Mexico and Arizona to California—amidst the orange, olive, date and palm groves of the San Gabriel Valley to Los Angeles, and north to San Francisco—a route marked throughout by the old Spanish Missions so interesting to the tourist.

From the great cities of the Lake region and Mississippi River—Chicago and St. Louis—you may choose:

"Golden State Limited" by way of Kansas City, El Paso and the southwest to Los Angeles and San Francisco, or

"Overland Limited" and "Pacific Limited" by the shortest and quickest route through Omaha and Ogden to San Francisco Bay, crossing just west of Ogden the noted Salt Lake Cut-off—one of the engineering feats of the century. The Ogden Route traverses Nevada with its mountain ranges and vast basins and crosses the famed Sierras—through the picturesque canyon of the Truckee River, past historic Donner Lake and down the western slope overlooking the magnificent gorge of the American River Canyon. The line closely follows the romantic trail of the '49ers, entering California by a route the most striking from a panoramic viewpoint and surprising in its quick transformation from forested

heights to fruitful foothills and valleys.

If you travel by a more northern route you will use the "Shasta Limited" from Seattle or Tacoma, Washington, or from Portland, Oregon, thence through the cultivated valleys of the Willamette, Umpqua and Rogue rivers, crossing the Siskiyou Mountains and entering California near the summit, running for miles around the base of majestic Mount Shasta, through the rugged Canyon of the Sacramento River and down its fertile valley to San Francisco Bay.

Don't fail, especially if it be your first trip, to see the whole of the Pacific Coast country. The Southern Pacific has two lines over which run the well known "Owl" and "Lark" limited trains, between Los Angeles and San Francisco—one through the rich San Joaquin Valley, crossing the Tehachapi Mountains and circling the noted Loop, the other, for over a hundred miles along the Pacific Ocean via Santa Barbara, and through the Salinas and Santa Clara valleys

to San Francisco.

San Francisco is the setting-out point for many wonderful excursions. It is but a night's ride via Southern Pacific to Yosemite National Park; one night to Lake Tahoe; one night to Upper Sacramento Canyon resorts (within sight of glistening Mount Shasta); only a few hours longer to the Klamath and Crater Lakes region of Oregon; less than three hours to Santa Cruz; four to Del Monte, Monterey, Carmel-by-the-Sea, Pacific Grove; four to Sacramento by rail or a delightful all-day trip by river steamer; five hours to Fresno, in heart of San Joaquin Valley; seven hours to Paso Robles Hot Springs; a day or a night trip to Santa Barbara, and to Los Angeles and its Beaches, and but little more to the Grant and Sequoia National Parks, Mariposa Grove of Big Trees, and the Kings and Kern Rivers regions.

Here is an opportunity of a lifetime. See for yourself what these Pacific Coast states have to offer. Travel through their great valleys, visit some of their attractive resorts—their sumptuous and comfortable hotels—and you will be surprised and delighted. Here is Nature's Exposition and All-the-Year Vacation Ground, with fishing and hunting, golf, polo, autoing and mountain climbing, for all who would enjoy life in a climate and environment the most inviting in the world.

SOUTHERN PACIFIC

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Exposition Fares to California During Year 1915

Round Trip Excursion tickets to San Francisco, Oakland, Los Angeles and San Diego will be on sale daily, March 1st to November 30, 1915, at the following specially low fares from points named:

| Chicago, Ill\$6 | 2.50 | Omaha, Neb | \$50.00 |
|----------------------|--------|------------------|---------|
| St. Louis, Mo 5 | | Kansas City, Mo | 50.00 |
| Peoria, Ill | 9.25 | Atchison, Kan | 50.00 |
| Memphis, Tenn | 7.50 | St. Joseph, Mo | 50.00 |
| New Orleans, La 5 | | Denver, Colo | |
| *New York, N. Y 9- | 4.30 * | Pittsburgh, Pa | 81.20 |
| *Philadelphia, Pa 9. | 2.95 * | Washington, D. C | 92.30 |
| | | | |

*Approximate—Subject to change.

Correspondingly low fares from other points.

Return limit of tickets three months from date of sale, but in no case later than December 31, 1915.

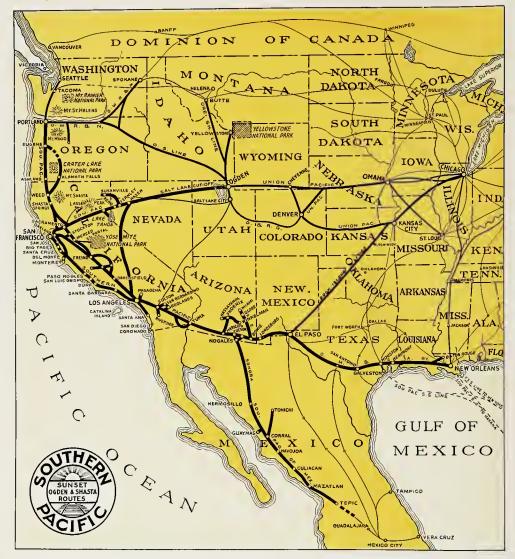
For Further Information Inquire of or Write any Agent

SOUTHERN PACIFIC

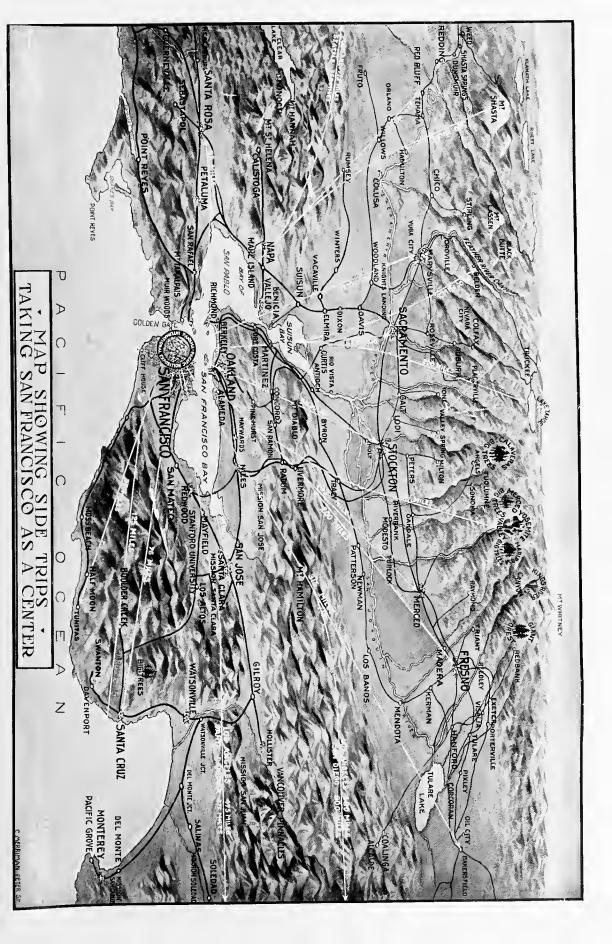
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CHAS. S. FEE, Passenger Traffic Manager, SAN FRANCISCO, CAL.

Map of Southern Pacific and Connecting Lines



THE
SUNSET, OGDEN AND SHASTA ROUTES
OF THE SOUTHERN PACIFIC
VIA
NEW ORLEANS, EL PASO, OGDEN, PORTLAND
ALL LEAD DIRECTLY TO
SAN FRANCISCO





"One of the most attractive and beautiful features of this Exposition will be the electrical illumination. By an entirely new system of flood lighting a soft restful, jet perfect light will pervade the courts at night, revealing in wonderful clearness the facades and walls of the palaces and the natural colors of the shrubbery and flowers. By peculiar and novel lighting devices the statuary and mural paintings will be made to appear with even heightened effect. Concealed batteries will project powerful yet softened rays of light that will cause tens of thousands of specially prepared glass "jewels," hung tremulously upon the towers, to flash and scintillate like great diamonds, emeralds and rubies. At a point on the bay shore will be erected apparatus that will weave in the night sky auroras of ever-changing color. Altogether the spectacle will be interesting and wonderful and never to be forgotten."

DATE DUE

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